

Enterprise IT
Coca-Cola Hellenic

***E**nterprise **I**nformation **T**echnology*

for Retail in Russia

AEB

September 23, 2008

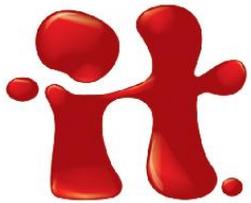
Agenda

EIT Strategy Highlights

EDI for KA

SDO and TPDR for Distributors and Hybrids

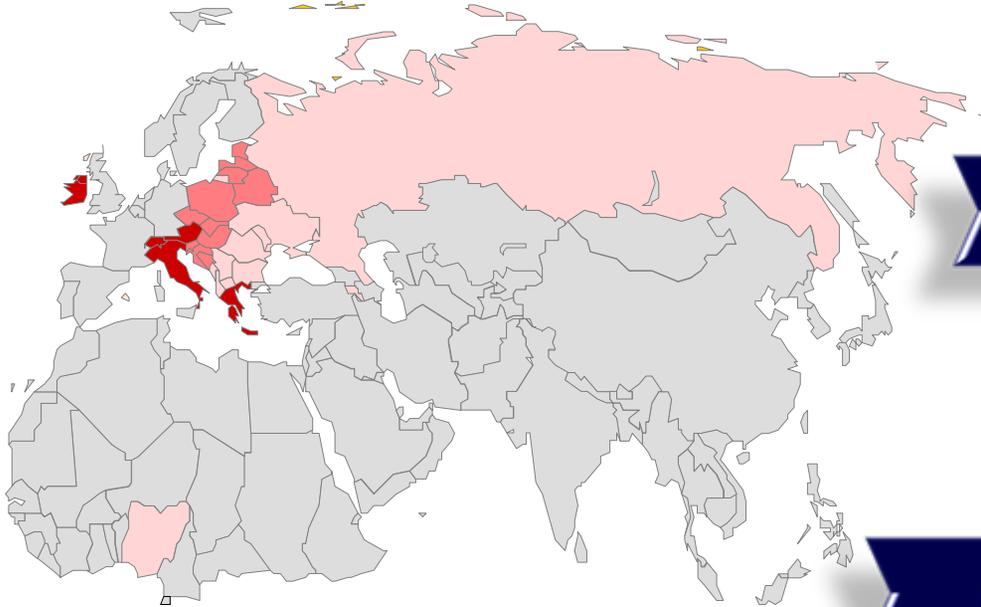
Phoenix and RED for Direct Sales



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EIT Challenge

- Established
- Developing
- Emerging



Scale

- 420 connected locations
- 22.000 Workstation Devices
- 4.000 printers
- 1.100 servers
- 47K SKUs
- 3,3M customer file entries
- 1,2B invoice lines / year
- 600+ IT Associates
- 14 acquisitions since 2000

Diversity

- 13 time zones
- Multi language support
- Different market models
- Poor infrastructure in several countries
- Local practices

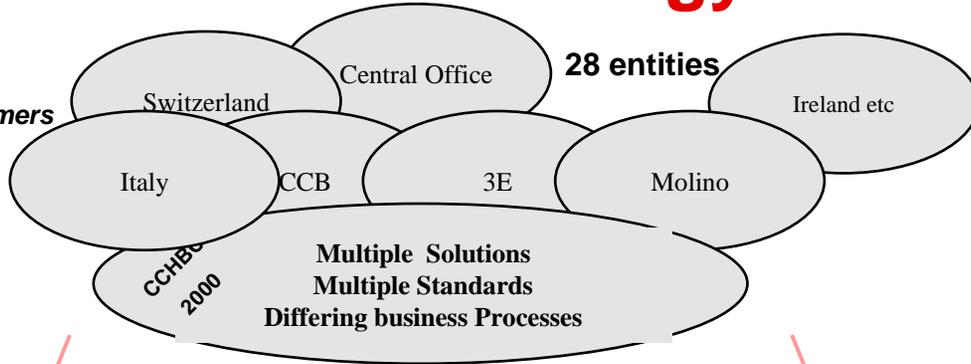
Complexity

- Different systems, platforms & interfaces
- Several variants of business processes
- Various and strict statutory requirements
- Operate as a single function in a country based "model"



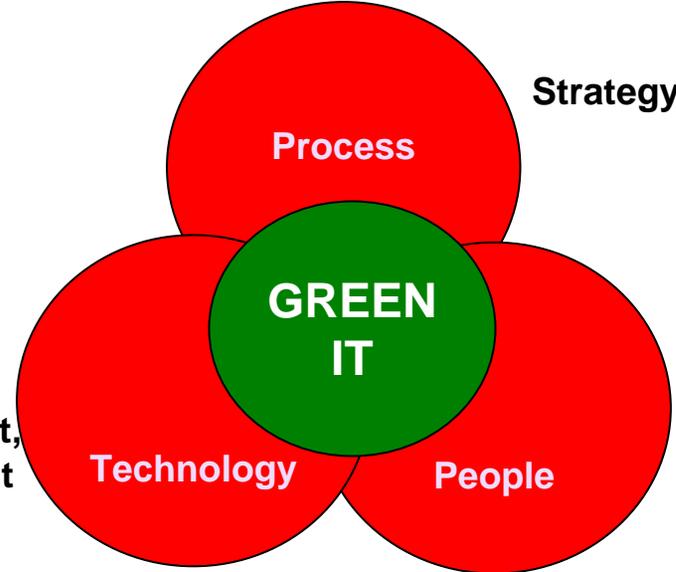
CCH IT Strategy

Increasing business complexity
More demanding and informed customers
Evolving marketplace eg. EU
Investor expectations



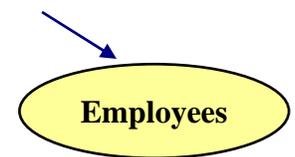
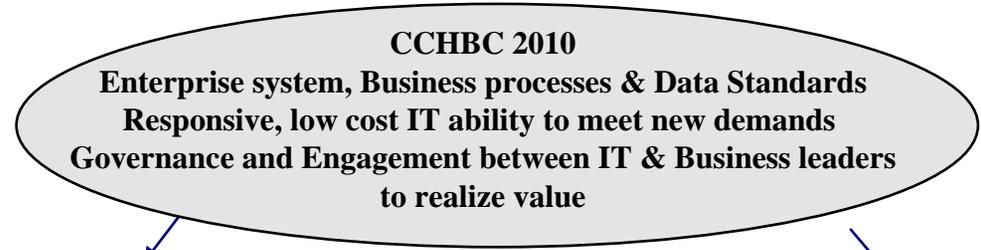
2000
2001
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2010

Strategy 1: 'Near one' destination
SAP Program



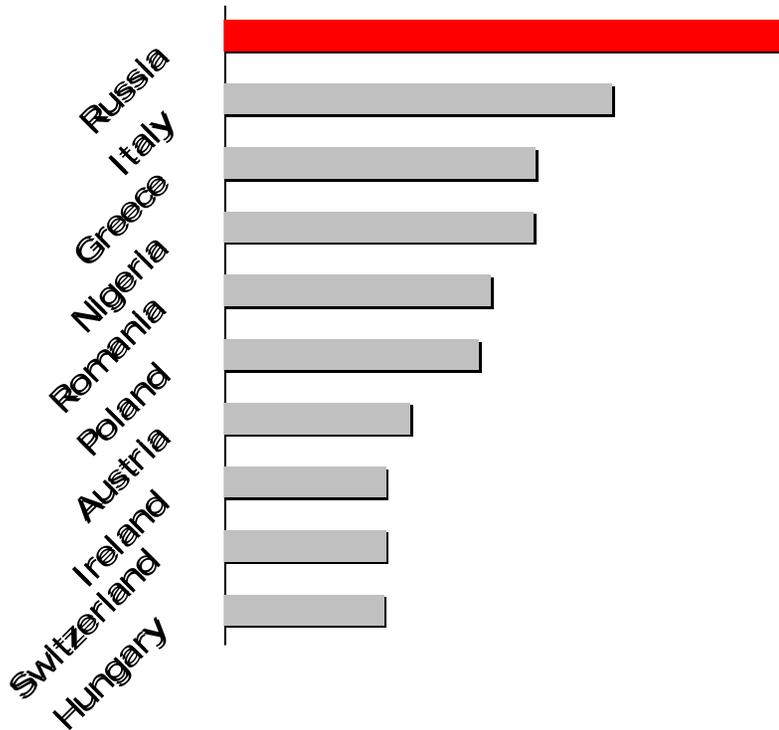
Strategy 2: Centralized
Infrastructure that
is secure and robust,
Vendor Management

Strategy 3: Shared Services
Destination Organization
Model
Business Engineering
Teams



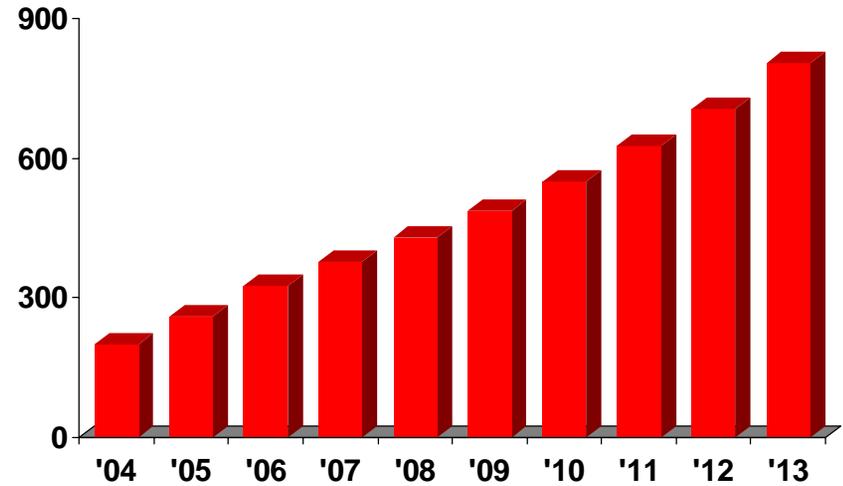
Significant Country Within CCH Franchise

2007 volume – top 10 countries

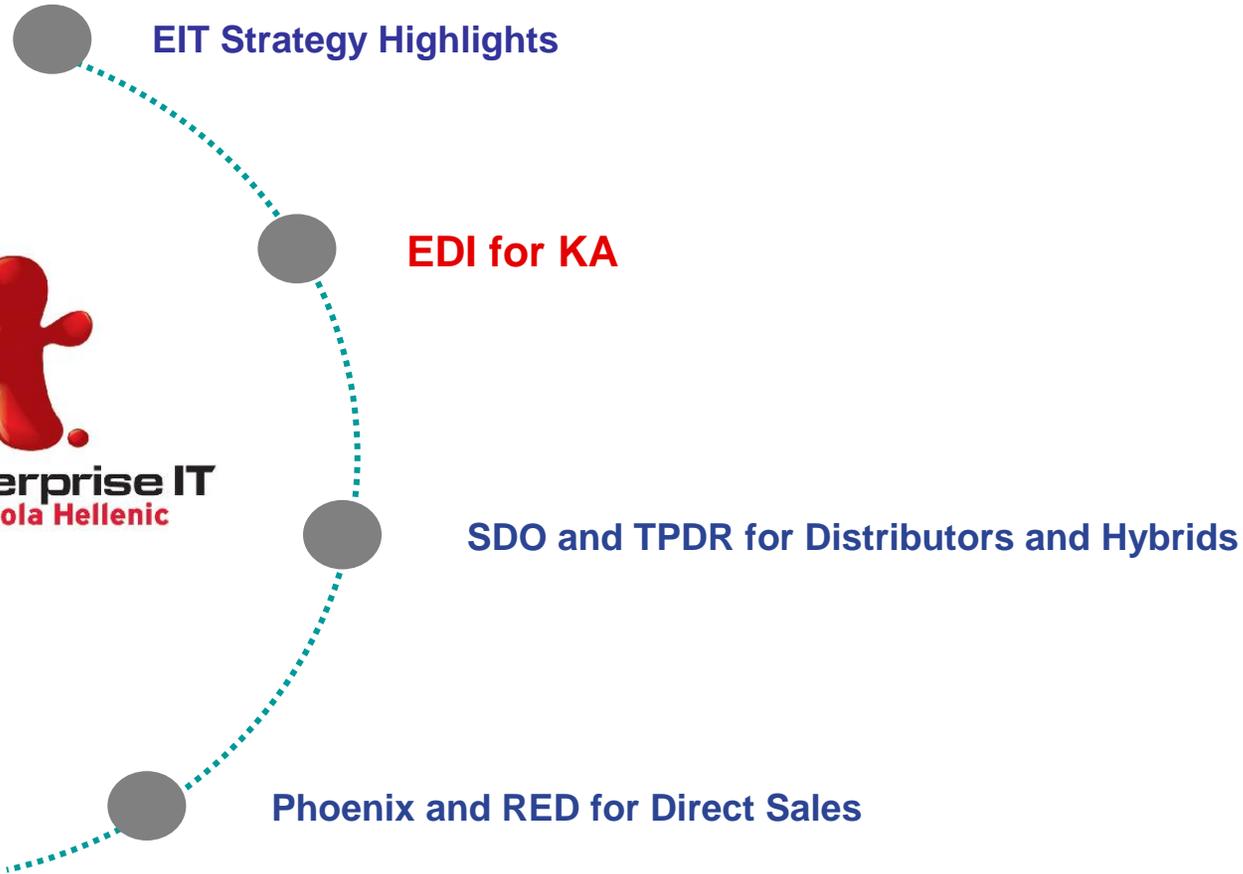


Retail in Russia will grow at 13% y-o-y by 2013

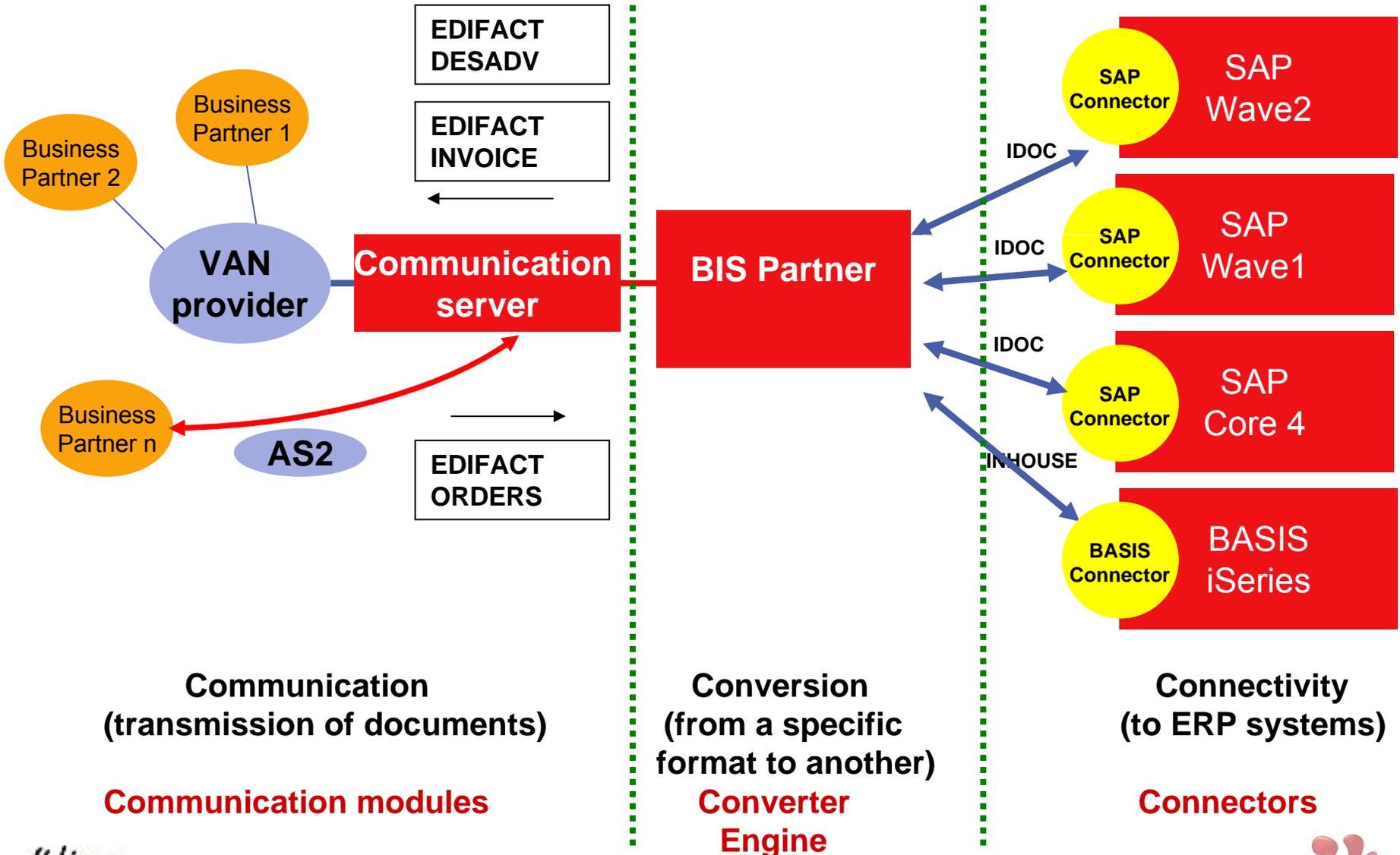
Retail turnover, bln. \$ and % vs PY



Source: GKS, Internal Estimates



EDI



Advantages AS2

- Secure data transfer
- Non-repudiation of the message delivery (MDN – Message Delivery Notification)
- Only Internet connection necessary
- No VAN Communication costs
- Event driven communication instead of polling
- Pro-active connection with the target system instead of storage in the Box
- „End-to-End Acknowledgement“ accross the whole communication process instead of return receipt in the partner's Box
- Other



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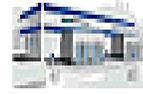
T.P.D.R. – Third Party Delivery Reporting

TPDR – the centralized information system to monitor and control KBIs
For Distributors and Hybrids

System Deliverables:

- Sales and KBIs by each Outlet served by Partner
- Sales and KBIs by each Market Developer working with\for Partner
- CDE efficiency
- Third Party KBIs

Дистрибуторы



CISLink



ССНВС



АНАЛИТИКА



S.D.O. – Small Drop Outlets

SDO is a part of commercial reporting system, providing all necessary order and invoice information directly to CC Hellenic Partners via E-mail or FTP.

System Deliverables:

- Detail reports about orders to wholesalers and orders to CC Hellenic.
- On-time and in-full reports for orders.

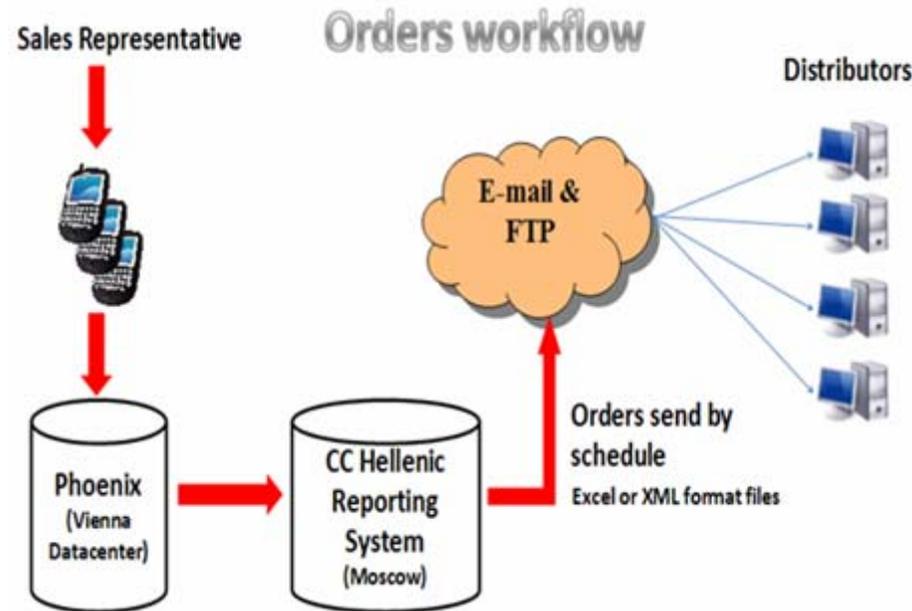
Benefits:

For Coca-Cola Hellenic

- Control business day of sales representative
- Reduce phone calls of SR (cost saving on mobile bills)
- Ability to view Strike Rate report in combining with data from TPDR

For Distributors

- Reduce number of call-operators due to ability of automated orders loading
- Reduce number of wrong orders





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Phoenix:

Sales Force Automation system



The purpose of the PHOENIX system is to implement a standard approach for Sales Force Management.

Project Objectives: To automate the business tasks of sales, including

- order processing and tracking (order entry, stock take, delivery history, stock check, credit control),
- cold drink equipment inventory, service request, last scan date, equipment survey
- customer management (requests from customer, survey, comments, input of contact information).

The System provides centralization of all of the data submitted through the Hand Held devices.



RED



- **R.E.D.** – Right Execution Daily is an execution part of Revenue Growth Management Imperative for Coca-Cola Hellenic in Russia.

RED combines specific Processes, Routines and IT Systems to enable segmented Brand-Pack-Price-Channel-Occasion (BPPCO) execution on the market.

Project Objectives: Implement IT-system that supports:

- Collecting and storing the market execution information. Specifically:
 - BPPCO Execution at the outlet level,
 - Price compliance,
 - Cold Drink Equipment compliance,
- Possibility to collect market information by own sales force and 3-d party.
- Matching internal sales information with Market execution information and a targeted BPPCO.
- Weekly actionable reporting at the customer level.
- Monthly actionable reporting for Sales management.
- Monthly Sales KBIs reporting.

Thank you!